



IRWAN SAPUTRA

DIGITAL MARKETING SPECIALIST

SUMMARY

Performance-driven Digital Marketing Specialist with 6+ years of experience turning ad budgets into measurable revenue across travel, luxury watches, wedding venue, and digital product industries. Proven in scaling Meta Ads funnels up to 44.5x ROAS through data-driven testing and optimization.

WORK EXPERIENCE

Performance Marketing Specialist

KOL Digital Product (@haydarlens)

Apr 2026 - Present | Jakarta, Indonesia

- Managed Meta Ads performance campaigns for a KOL's digital product, testing multiple funnel structures (BOF, MOF, retargeting) to identify the most cost-efficient path to purchase.
- Identified and scaled the top-performing funnel (MOF), which drove ~91% of total purchases at a 4.93x ROAS, 16x more cost-efficient than the initial BOF approach, and reallocated budget accordingly.
- Delivered a blended ROAS of ~4.6x across 336 purchases, with cost-per-purchase equal to roughly 20% of the product's selling price (~80% gross margin per sale).
- Achieved a 3.84% CTR on the top-performing campaign, well above typical benchmarks for direct-response funnels.

Performance Marketing Specialist

SWIZ Holding Company

Jul 2026 - Present | Jakarta, Indonesia

- Planned and executed full-funnel Meta Ads campaigns (CTWA/LPWA) for Umrah travel packages, managing content briefs, landing pages, and lead handoff to sales teams.
- Generated IDR 614 million in package bookings from IDR 15.7 million ad spend (Feb-Mar 2026), averaging ~39x ROAS with a peak of 44.5x.
- Converted 16 ad-driven leads into confirmed registrations at a CPA as low as IDR 867,667, while maintaining an 88% qualified-lead rate.
- Built a monthly performance dashboard (Google Sheets) to track CPA, CAC, and ROAS by package, guiding budget allocation decisions.

Digital Marketing Specialist

Private Company (Singapore)

Jul 2024 - Apr 2025 | Jakarta, Indonesia

- Grew a WhatsApp community to ~500 prospective customers using targeted Meta Ads campaigns.
- Managed end-to-end paid and organic digital marketing campaigns, optimizing Meta Ads for lead generation and brand awareness.
- Created content and copy for social media, WhatsApp groups, email marketing, and landing pages to support sales and partner recruitment.

Senior Digital Marketing Specialist

PT Grha 165 Tbk

Jan 2022 - Feb 2025 | Jakarta, Indonesia

- Led full-funnel Meta Ads strategy, aligning paid and organic efforts with company revenue goals.
- Optimized web and social content to drive traffic, engagement, and lead generation across multiple digital touchpoints.
- Collaborated cross-functionally with sales and product teams to design and execute scalable, revenue-driven campaigns.
- Contributed to Rp16.06 billion in revenue in 2024, up from Rp15.49 billion in 2023.

CONTACT:

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- Jakarta, Indonesia

EDUCATION:

B.Sc. Information Systems

Amikom University
Yogyakarta, 2010 - 2014

CERTIFICATIONS:

- Full Stack Digital Marketing Bootcamp Cohort-6 - Belajarlagi.id
- Mahir Digital Batch #8

SKILLS:

Hard skills:

- Performance Marketing (Meta Ads)
- Digital Marketing Strategy
- Lead Generation & Funnel Optimization
- Audience Research & Targeting
- Landing Page Optimization
- Content Marketing & Copywriting
- Analytics & Reporting

Tools & Platforms:

- Meta Ads Manager
- Google Ads
- Google Analytics (GA4)
- Google Tag Manager
- WordPress / Wix / Shopify
- Canva
- Claude AI (AI-assisted content & landing page/product development)
- GitHub + Cloudflare (no-code deployment & hosting for AI-built web products)

Languages:

- English
- Indonesian

PORTFOLIO:

- <https://linktr.ee/itsirwan>